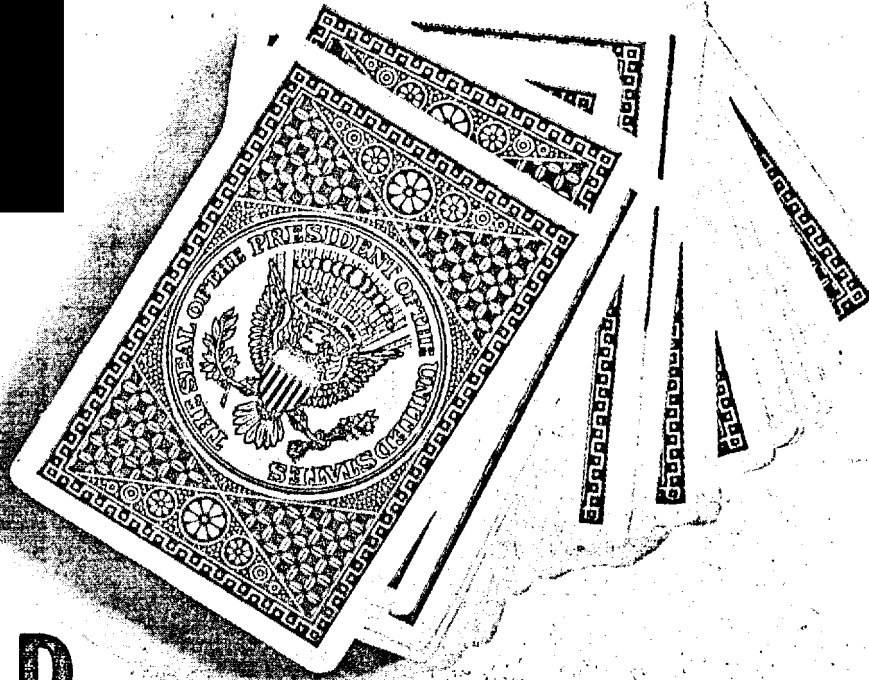


January, 1966



THE SECRET WORLD OF LBJ

Here's the deal on the all-important, mostly anonymous men the President relies on above any others in times of crisis and calm. A veteran Washington correspondent pierces the White House inner circle in this revealing new book

CPYRGHT

BY CHARLES ROBERTS

■ There is a large logbook which records that, on any given day in any given year, hundreds of persons have appointments in the White House in Washington, D.C.

Yet only a fraction of these people see the man who occupies that house, the President of the United States.

The rest see men and women who operate in modest offices in the west and east wings of that famous structure—many of them virtually unknown to the American people.

It was John F. Kennedy who said he wanted to be President because he felt that would put him at the "center of power."

The Presidency is indeed the "center of power." Everything that stems from the office is molded in the image and desire of the President.

But collectively, outside the President, the "center of power" is his staff.

Few men are more qualified to write a study of the Presidential staff than Charles Roberts of Newsweek.

Chuck Roberts has been covering Presidents for

over a decade. It was my privilege to work with him during my more than three years as press secretary to two Presidents. He is one of the most penetrating reporters I have known. He was with President Kennedy day and night during his thousand days in office and in Dallas with him when he was assassinated. He rode back to Washington with the new President—one of only two newsmen present on the Presidential plane during this tragic trip.

I am confident that this book will illuminate the operations of the Presidential staff—a relatively new institution which has vital significance for the American people.

—Pierre Salinger

At the White House it started out like most overseas crises—with the sudden *crump-crump* of a teletype machine under the harsh fluorescent lights in the basement Situation Room. The message, relayed from the Pentagon to the White House in uncoded English,